



Independently Supported Symposia FAQs

Important Dates and Deadlines

March 16, 2020	Last day to submit application
March 16, 2020	Submission of program outline
April 6, 2020	Submission of final program
April 27, 2020	Submission of literature for hotel door drops
April 27, 2020	Submission of literature for attendee registration bags
May 4, 2020	Last day to request pre-registration list
May 4, 2020	Last day to schedule an email blast

Expected Attendance at the 2020 CMSC Meeting

We are expecting over 2,300 healthcare professionals at the 2020 CMSC Annual Meeting.

Promotional/Marketing Opportunities and Requirements

CMSC encourages promotion of symposia to optimize attendance. All promotional information including invitations, email blasts, and website postings, must be emailed to Tina Trott (tina.trott@mscaare.org) for approval prior to production, distribution or posting. All requests for mailing lists, e-blasts and web postings should be directed to Tina as well.

The following promotional opportunities are available at no charge:

Website Posting

www.mscaare.org/2020

Please provide a 500x150 banner, the link to your registration site, and a brief description of your activity for posting.

Program Syllabus

Symposium agenda and faculty will be included in the CMSC program syllabus.

Conference Bag Inserts

A flyer or invitation for your symposium may be included in conference bags. 1,600 copies of your material must be shipped to the CMSC office to arrive by April 27, 2020. Please mark your shipment "Conference Bag Insert" and ship to CMSC, 3 University Plaza Drive, Suite 116, Hackensack, NJ 07601.

CMSC Mailing List (one time use only)

Our mailing list contains approximately 13,600 addresses broken down as follows: 11,600 US addresses, 800 Canadian addresses, and 1,200 international addresses.

CMSC Annual Meeting Pre-Registration List

The deadline to request the pre-registration list is May 4, 2020. We expect to have at least 1,400 people registered by that time.

Email Blast (one time only, no exceptions)

The CMSC will send one email blast per symposium. E-blasts will be sent in the order they are received, with one e-blast deployment every 2-3 days beginning in late April 2020. The last day to request an e-blast is May 4, 2020. Last deployment date is May 21, 2020.

Format for the Email Blast:

1. The email blast must be in html format.

- Please use inline styles, ASCII markups for special characters, and as few images as possible. Important: content should be in html text and not in images as most email clients have the picture download function automatically turned off. A shorter email blast is preferable as users will often not scroll down for information.
- Please make sure that you have tested your email in Outlook 2010, as formatting may vary in different email clients. We will do our best to ensure that our output is as close to your preferred layout as possible.
- Please note that we are not responsible for correct grammar and spelling. Format your description as you would like the readers to see it. CMSC may change this formatting slightly if our software cannot handle the formatting you desire.

2. Provide the subject line to use.

3. Do not include your own *opt-out* link/language in the body of the email; our email software automatically inserts this.

4. A test email will be sent to you prior to distribution. Please provide the email address(s) to where the test should be sent. We will not send the e-blast until we receive a written confirmation from you.

Mobile App

Symposium agenda will be included on the CMSC mobile app.

Social Media Postings

Symposium details and/or registration links will be posted on CMSC social media.

Twitter - 140 character limit

Facebook - No character limitations

LinkedIn - 2,000 character limit

To shorten any links use www.bitly.com

Image will resize itself when posted.

Program Submission

An initial draft of the program agenda should be submitted by March 16, 2020. The final agenda, including confirmed faculty must be submitted by April 6, 2020 for inclusion in the printed syllabus. You will have the opportunity to review the information in the syllabus prior to printing.

Timeline for Review and Approval of Invitations, Email Blasts, Etc.

Please allow CMSC 2-3 business days to review materials.

CMSC Logo Use

Those requesting use of the CMSC logo on promotional material must do so in writing to June Halper, CEO, at june@mscare.org. Please copy Tina Trott on your request at tina.trott@mscare.org.

The following language is required on promotional material and invitations:

“This symposium is neither sponsored nor endorsed by the Consortium of Multiple Sclerosis Centers.”

The following language may be used on promotional material and invitations, but it is not required:

“In conjunction with the 2020 Annual Meeting of the CMSC”

Hotel Door Drops

The CMSC will provide nightly door drops to attendees. Literature will be placed in a bag that is hung on the outside of guest room doors. CMSC will prepare all materials for Hotel Guest Services to distribute. No in-room or other outside room drops will be permitted. Door drops are \$4,000 per occurrence; however, ISS organizers receive a discounted rate of \$3,000 per door drop. Material must be sent to the CMSC office no later than April 27, 2020. Estimated quantity needed for a door drop is between 1,400-1,800 depending on the date of delivery. Details and the order form will be provided at a later time.

Lead Capture

Lead capture information will be provided at a later time.

Signage

Signage can be displayed at the Orlando World Center Marriott as permitted by the venue and CMSC. Complete details will be provided at a later time.

Symposium Registration

Symposium registration may begin 30 minutes prior to your symposium.

Contact Info

Audio Visual

Jordan Schneyer
Vice President, Project Management
Precon Events
Email: jordans@preconevents.com
Phone: 240.669.6262

Logistics Manager

Erin Quigg
CMP, Global Project Manager
ConferenceDirect
Email: erin.quigg@conferencedirect.com
Phone: 703.380.2985

Catering

Sagine Edouard
Senior Event Manager
Orlando World Center Marriott
Email: sagine.edouard@marriott.com
Phone: 407.238.8644

Applications, Content Review and General Info

Tina Trott
Managing Director, Continuing Education
Consortium of Multiple Sclerosis Centers
Email: tina.trott@mscare.org
Office: 201.487.1050 ext. 102
Cell: 609.658.7575